

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of claims:**

1-35. (Canceled)

36. (Previously presented) An advertising system, comprising:

- a floor display;
- at least one motion sensor for detecting motion;
- a memory comprising instructions for illuminating the display; and
- a controller, that is in electrical connection with the display, the sensor and the memory and that reads the memory and activates the display in response to a signal from the sensor.

37. (Previously presented) The advertising system of claim 36, wherein the at least one motion sensor senses motion proximal to the display.

38. (Previously presented) The advertising system of claim 36, further comprising a direct current power source that powers the controller.

39. (Previously presented) The advertising system of claim 36, wherein the memory instructions further comprise instructions for instructing the controller to illuminate the display in a first pattern and a second pattern.

40. (Previously presented) The advertising system of claim 36, further comprising a speaker for broadcasting sounds which is in electrical communication with the controller and wherein the memory further comprises sound instructions for broadcasting a first sound

41. (Previously presented) The advertising system of claim 36, wherein the controller reads the memory sound instructions and activates the speaker to broadcast the first sound in response to a signal from the sensor.

42. (Previously presented) A method of advertising, comprising:  
    illuminating a floor display according to a first pattern;  
    sensing motion; and  
    illuminating the floor display according to a second pattern when motion is sensed.

43. (Previously presented) The method of claim 42 wherein sensing motion comprises sensing motion in an area proximal to the display.

44. (Previously presented) The method of claim 42, further comprising sensing that the motion has stopped.

45. (Previously presented) The method of claim 42, further comprising receiving an interface signal from an interface switch.

46. (Previously presented) The method of claim 45, further comprising illuminating the display according to a third pattern after receiving the interface signal.

47. (Previously presented) The method of claim 42, further comprising broadcasting a first sound through a speaker.

48. (Previously presented) A method of advertising, comprising:  
    illuminating a floor display according to a first pattern;  
    sensing motion;  
    illuminating the display according to a second pattern when motion is sensed;  
and

receiving an interface signal; and  
illuminating the display according to a third pattern after receiving the interface signal.

49. (Previously presented) The method of claim 48, wherein sensing motion comprises sensing motion in an area proximal to the display.

50. (Previously presented) The method of claim 48, further comprising sensing that the motion has stopped.

51. (Previously presented) The method of claim 48, further comprising broadcasting a first sound through a speaker.

52. (Previously presented) A system for conveying information, comprising:

a floor display;

a speaker;

at least one motion sensor;

a memory comprising instructions for illuminating an electroluminescent display and for creating a sound to be broadcast by the speaker; and

a controller, that is in electrical connection with the display, the speaker, the sensor and the memory, the controller executing the memory instructions in response to a motion sensed signal from the sensor to illuminate a first pattern on the electroluminescent display and to broadcast a first sound through the speaker in response to the signal.

53. (Previously presented) The system of claim 52, further comprising an interface unit which is in electrical communication with the controller and wherein the controller executes the memory instructions in response to a signal from the interface unit to illuminate a second pattern on the electroluminescent display and to broadcast a first sound through the speaker in response to the signal.

54. (Previously presented) A display system, comprising:
- a floor display device;
  - at least one motion sensor;
  - a controller coupled to the at least one motion sensor and the floor display device; and
  - a memory coupled to the controller;
- wherein the controller activates the floor display device in response to a state of contents of the memory based on a signal from the at least one motion sensor and detected by the controller.
55. (Previously presented) The display system of claim 54, wherein the at least one motion sensor senses motion proximal to the display system.
56. (Previously presented) The floor display system of claim 54, wherein the sensor system illuminates the floor display device in a first pattern and a second pattern based on a first state and a second state, respectively, of contents of the memory.
57. (Previously presented) The floor display system of claim 56, wherein the sensor system illuminates the floor display device in a third pattern based on a third state of contents of the memory.
58. (Previously presented) The floor display system of claim 54, further comprising a sound-generating device coupled to the sensor system to generate a sound based on a signal from the sensor system.
59. (Previously presented) A method of conveying information in a floor display system, comprising:
- presenting a first illuminated display in the floor display system;
  - sensing motion in the proximity of the floor display system; and

presenting a second illuminated display in the floor display system in response to the sensed motion.

60. (Previously presented) The method of claim 59, further comprising presenting a third illuminated display in response to the sensed motion.

61. (Previously presented) The method of claim 59, further comprising generating a sound through a sound-generating device.

62. (Previously presented) A system for conveying information, comprising:

- a floor display device;

- a sound-generating device;

- a motion sensor;

- a controller coupled to the motion sensor, the floor display device and the sound-generating device; and

- a memory coupled to the controller;

wherein the controller causes the floor display device to present a first illuminated display or the sound-generating device to generate a sound in response to a first state of contents of the memory based on a signal from the motion sensor and detected by the controller.

63. (Previously presented) The system of claim 62, wherein the controller causes the floor display device to present a second illuminated display in response to a second state of contents of the memory based on a signal from the motion sensor and detected by the controller.

64. (Previously presented) The system of claim 63, wherein the controller causes the floor display device to present a third illuminated display in response to a third state of

contents of the memory based on a signal from the motion sensor and detected by the controller.

65. (New) A system for advertising comprising:

a sensor;

an output device for generating sound;

a floor display that conveys marketing information for a product that is proximal to the floor display;

a memory comprising instructions for generating sound from the output device;

and

a controller in electrical connection with the output device, the sensor, and the memory, the controller executing instructions in response to a signal generated by the memory.

66. (New) The system of claim 65, wherein the sensor is a motion sensor.

67. (New) The system of claim 66, wherein the motion sensor is adapted to sense motion proximal to the floor display.

68. (New) The system of claim 65, wherein the memory instructions comprise instructions for generating a first sound output and instructions for generating a second sound output.

69. (New) The system of claim 68, wherein the controller (i) executes the instructions for generating the first sound output in response to a first signal from the sensor, and (ii) executes the instructions for generating the second sound output in response to a second signal from the sensor.

70. (New) The system of claim 65, wherein the output device is at least one speaker.

71. (New) The system of claim 65, wherein the floor display is illuminated.
72. (New) The system of claim 71, wherein the memory further comprises instructions for illuminating the floor display in a first pattern and instructions for illuminating the floor display in a second pattern.
73. (New) The system of claim 72, wherein the controller (i) executes the instructions for illuminating the floor display in the first pattern in response to a first signal from the sensor, and (ii) executes the instructions for illuminating the floor display in a second pattern in response to a second signal from the sensor.
74. (New) The system of claim 65, wherein the sensor is proximal to the floor display.